MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BMK 2024 – CONSUMER BEHAVIOR

(All section / Groups)

5 JUNE 2018
9.00 a.m - 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages (*excluding* the cover page) with 5 Questions only.

2. Attempt **ALL** the questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION ONE

Clearly distinguish between the following terms: demographics, lifestyles, AIO measures, personality and values; and discuss how each of the abovementioned terms affect consumers make choices to buy and use goods and services. (20 marks)

QUESTION TWO

Under the Ideal-Point Multiattribute Attitude Model, consumers indicate where they believe a product is located on scales (1-7) representing various degrees or levels of attributes. Consumers also report where the "ideal" product would fall on these attribute scales, and the ratings of importance on these attributes. Supposed we applied the Ideal-Point Multiattribute Attitude Model to soft drinks, below are the hypothetical results between Brand A and Brand B.

Attributes	Importance	Ideal Point	Beliefs (Brand A)	Beliefs (Brand B)
Taste: sweet(1)- bitter	6	2	2	3
Carbonation: High (1)- low (7)	3	3	2	6
Calories: High (1)- low (7)	4	5	4	5
Fruit juices: High (1)- low (7)	4	1	2	2
Price: high (1)- low (7)	5	5	4	3
Total attitude scores				

(a) Calculate the total attitude scores for brand A and brand B based on the Ideal-Point Multiattribute Attitude Model. (3 marks)

(b) Comparing the scores between brand A and brand B, explain which scores indicate more favourable attitudes with reasons. (2 marks)

(c) Describe the benefits of using Ideal-Point Multiattribute Attitude Model. (6 marks)

(d) Discuss all possible changes that would enhance brand attitude from the Ideal-Point Multiattribute Attitude Model perspective. (9 marks)

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QUESTION THREE

Assume that you are a public relations consultant for a financial institution offering health savings account, an innovative financial product (i.e., new service). Discuss the importance of understanding the five major categories of consumers to guide the introduction of this new service based on their adoption cycle time in relation to other adopters in their social system or market segment. (20 marks)

QUESTION FOUR

(a) Classical conditioning approach was originally developed by Ivan Pavlov. It was a type of opinion formation whereby a stimulus can acquire new meaning simply by an association with another stimulus. Discuss the details about this approach. (10 marks)

(b) Describe the power of association in shaping consumers' opinion based on the classical conditioning approach with an appropriate product example. (10 marks)

QUESTION FIVE

(a) Describe how both decay and interference theories involved in psychological theories of forgetting. (10 marks)

(b) Discuss how to use the "easy-to-remember stimuli" and "closure" approaches in helping consumers to remember; assuming that you are developing an advertising program for a fast-food restaurant. (10 marks)

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